YAAS *presents*

Custom YouTube Playbook For McKenzi Brooke

How to transition attention-rich short-form content into high-retention long-form assets that compound brand equity.

PREPARED FOR
McKenzi Brooke

STRATEGY CONCEPT
3 Concept Design Pitch

EXECUTIVE SUMMARY

The YouTube Shift

Short-form content builds quick views, but long-form builds real relationship equity. This playbook maps your existing best-performing short-form hooks directly into structured YouTube formats.

The Core Engine: We take your top short-form videos, extract the visual anchors, and restructure them into three custom long-form YouTube concepts.

EXECUTION STEPS

01 Mining your top SF reels hook concepts

02 Applying the Promise vs. Payoff visual mockup

03 Scripting using the Scar vs. Wound framing

04 10-Day Timeline & Retainer Growth System



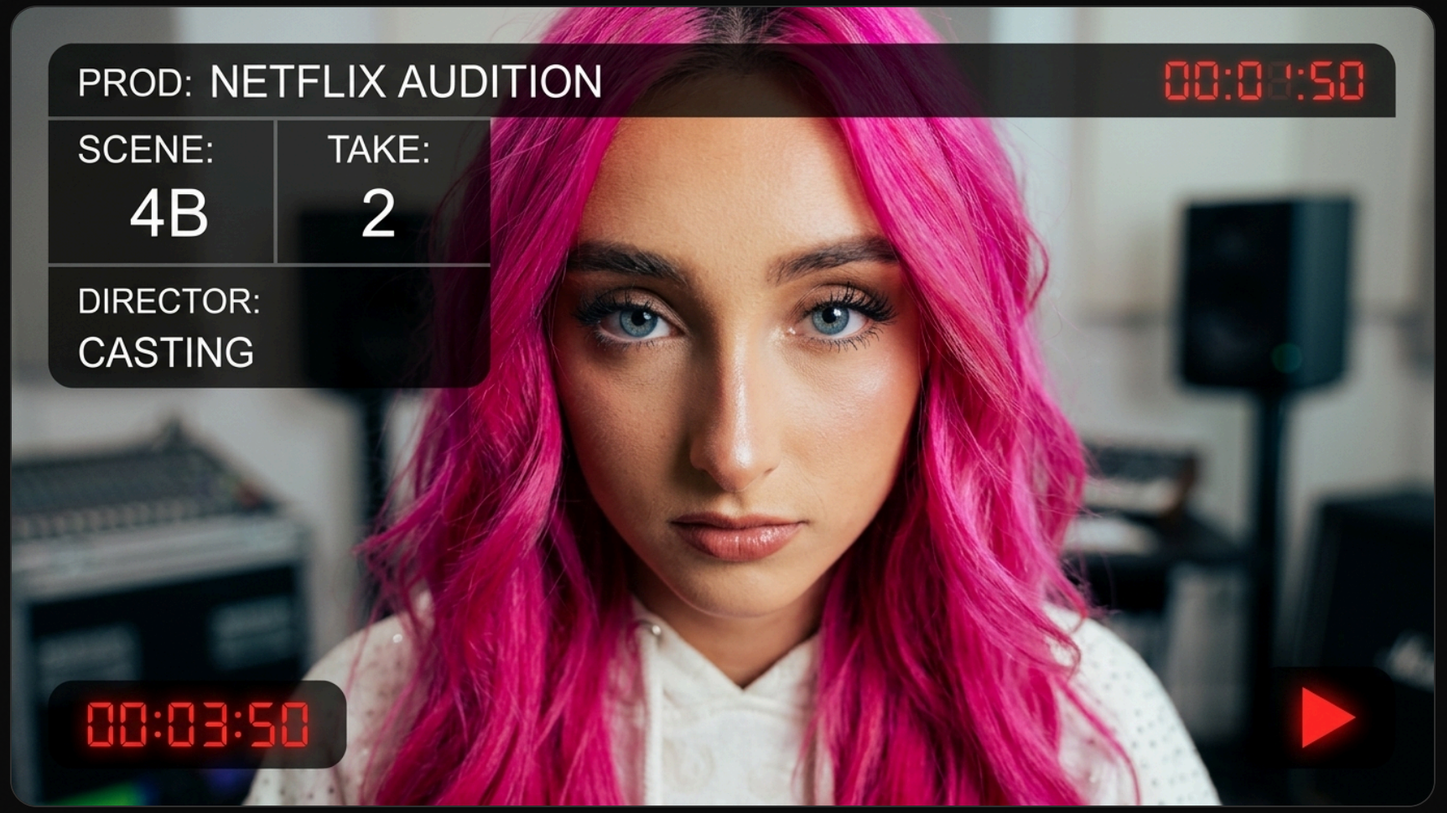
YOUTUBE CONCEPT 01

The Complete Professional Choreographer's Guide: Everything You Need to Know



YOUTUBE CONCEPT 02

Behind The Scenes: The Real Work It Takes to Film a TV Show Episode (Step-by-Step)



YOUTUBE CONCEPT 03

Click to Unpause: The Acting Audition Routine That Booked My First TV Show

Concept Breakdown
PEACE MEDIA COMPANY
06

Why this works.

C1
"The Complete Professional Choreographer's Guide: Everything You Need to Know"
WHY THE TITLE WORKS:
Uses the 'everything' frame to promise a complete solution for aspiring dancers.
WHY THE THUMBNAIL WORKS:
Placing her directly alongside professional staging blueprints projects high authority and order, promising a structured path.

C2
"Behind The Scenes: The Real Work It Takes to Film a TV Show Episode (Step-by-Step)"
WHY THE TITLE WORKS:
Uses Effort Bias to highlight the intense physical and mental labor behind a single episode.
WHY THE THUMBNAIL WORKS:
Shows the actual script memorization and rehearsal labor, satisfying the viewer's curiosity about Hollywood production.

C3
"Click to Unpause: The Acting Audition Routine That Booked My First TV Show"
WHY THE TITLE WORKS:
Engages the viewer with unresolved action tension, offering her exact audition tape checklist.
WHY THE THUMBNAIL WORKS:

The interactive audition slate overlay combined with her direct eye contact creates an immediate 'click to unpause' visual trigger.